

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2018/2019

BMK3864 – Industrial Marketing

(Distance Education)

29 May 2019

9.00am to 11.00am

(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **ONE (1)** printed page with **FOUR (4)** questions (excluding the cover page).
2. Answer **ALL** the questions.
3. Answer in the answer booklet provided.

Answer ALL FOUR (4) questions.

Question 1

A new firm wants to create an E-Commerce strategy for its business. Describe the essential elements to be included in its business.

(25 marks)

Question 2

Compare and contrast technology enthusiasts with pragmatists. Give special attention to the strategy guidelines that the marketing strategist should follow in reaching customers, that fall into these two adoption categories.

(25 marks)

Question 3

Describe the role that an on-line advertising might assume in the promotional mix of business marketers.

(25 marks)

Question 4

For many years, critics have charged that intermediaries contribute strongly to the rising prices of goods in the Malaysian economy. Would business marketers improve the level of efficiency and effectiveness in the channel by reducing as far as possible number of intermediate links in the channel? Discuss.

(25 marks)

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